

Briefing @ SG.A.4

MEETING CONCLUSIONS

Title	Vice-President Ansip meeting with Jesper Brodin, CEO of Ingka Holding B.V. (IKEA Group)
Date	29 January 2019
Participants	IKEA: [REDACTED] COM: [REDACTED]
Issues raised & follow-up	<p>Mr Brodin explained that digitalisation is currently priority for IKEA. The company is upgrading its legacy IT infrastructure in order to provide an enhanced customer experience as well as to grow its business. IKEA wishes to bring its traditional high ethical standards and company values to the digital world. GDPR has been implemented as standard throughout IKEA. Mr. Brodin noted that IKEA's business model over the years has been based on understanding its customers and the company is keen to find the correct balance in its digital offering where it can meet legal requirements, fulfil ethical norms and continue to meet customer needs including personalisation of the digital offer. Mr Brodin expressed concern about the oligopolistic nature of platforms which could pose a threat to healthy competition in the market in relation to control of customer data. IKEA would like to understand how it can contribute to the dialogue on Digital Single Market legislation as the consequences of future decisions would have a big impact on its business. Mr Brodin informed the VP that he was interested in understanding more about the ePrivacy proposal.</p> <p>Vice-President Ansip explained that the Commission had launched 30 Digital Single Market proposals and that agreement had been reached on 26 of these. He noted the success of GDPR, where, despite some initial resistance, most companies were now happy to deal with one rulebook instead of 28. A number of third countries have been modelling their data protection legislation on GDPR. VP Ansip mentioned the geo-blocking proposal and Mr Brodin explained that IKEA doesn't currently sell cross-border, instead directing customers to their local website. VP Ansip pointed out that the rules did not foresee an obligation to deliver.</p> <p>On the ePrivacy Regulation proposal, VP Ansip explained that the ePrivacy Directive had been implemented differently in 28 Member States and that the purpose of the new proposal was to (i) harmonise the rules and (ii) ensure that confidentiality of communications rules apply to platforms as well as telecom operators, thus creating a more level playing field. Under current rules, telecom operators can only process data to improve the quality of service while platforms can, in some instances, monetise data. The advent of GDPR had led to some difficulties in interplay with the ePrivacy Directive and the new proposal was designed to address these. The VP explained that the ePrivacy proposal is not about stifling innovation or eliminating behavioural advertising.</p> <p>Mr Brodin agreed to engage with like-minded companies to ensure that IKEA's concerns (from the competition perspective) would be heard.</p>
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